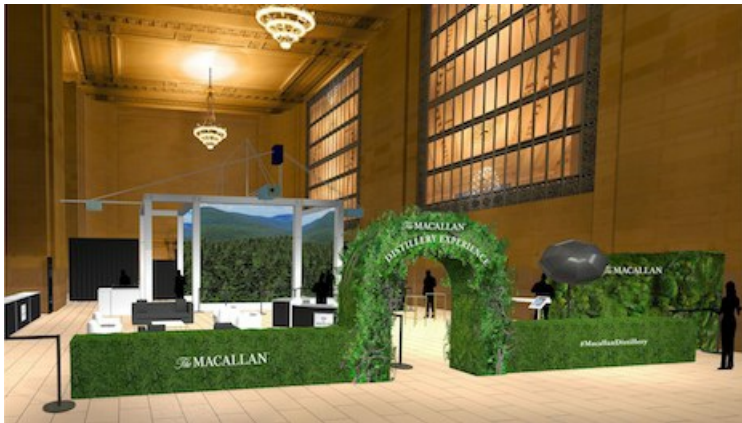


FOOD AND BEVERAGE

The Macallan brings distillery experience stateside

July 20, 2018



The Macallan Distillery Experience at Grand Central Station. Image credit: The Macallan

By SARAH RAMIREZ

Scottish whisky maker The Macallan is opening a temporary interactive experience to celebrate the opening of its new distillery, allowing fans to go on a virtual journey that appeals to all five senses.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"The Macallan Distillery Experience" uses panoramic video and sensory technology to transport guests to the Scottish countryside. The pop-up experience will take place in New York for a limited time, allowing visitors to get a firsthand look at its production without leaving the city.

"Guests will get an inside look into The Macallan's history, legacy and iconic estate," said Samantha Leotta, brand director at **The Macallan**, Americas.

360 experience

The Macallan Distillery Experience includes a 360-degree video that shows consumers its new distillery in Craigellachie in Scotland's Speyside region. Drones and remote-controlled robots were used to capture the footage.

The Macallan has chosen to make its virtual reality experience a group activity. While normally people must use headsets for VR, attendees can step into a 15x15x15 foot cube-like projection screen.

In-person guides will add an additional human element as they share more information about The Macallan and the new distillery.



In a nod to The Macallan's heritage, the new distillery is designed to mirror the area's rolling hills. Image credit: The Macallan

Inside the installation, guests can gesture, and leap motion technology will allow them to select what parts of the distillery they want to learn more about. Participants can learn more about the estate, the brand's history and distilling process.

Wind and scent diffusion technology will also be incorporated while the 360-degree video footage airs, appealing to even more senses.



The Macallan Edition No. 4 is the newest addition to the Edition Series. Image credit: The Macallan

Light bites of Scottish food and samples The Macallan Edition No. 4 will be offered. The newly-released whisky celebrates the opening of the new distillery.

The installation will be opened to guests over the age of 21 from July 25 to July 27 at Grand Central Terminal.

"Grand Central is a highly trafficked transportation hub and serves as the perfect opportunity to showcase our the new Macallan Distillery and Visitor Experience to a variety of commuters in a key market," Ms. Leotta said.

For whisky fans who are unable to attend, The Macallan Distillery Experience can also be viewed online, via social media and with a VR headset available at select liquor stores, bars and restaurants.

Whisky wonders

This installation is not the first time The Macallan has used augmented and virtual reality to reach a wider group of consumers.

The distiller previously developed an immersive augmented reality application to educate consumers on the differences between two distinct whiskies.

By using The Macallan AR app, users learn what differentiates the distiller's Sherry Oak 12 Years Old and the Double Cask 12 Years Old, an experience likely to be enjoyed by both experienced and novice Scotch enthusiasts ([see story](#)).

The Macallan has experimented with temporary pop-ups for several years.

In 2014, The Macallan organized the Lifestyle Lounge at London department store Harrods to promote its award-winning range of whiskies, the 1824 Series. The series includes Gold, Amber, Sienna and Ruby whiskies that are 100

percent sherry and natural in color ([see story](#)).

"Other markets throughout Asia, Europe and Latin America will be hosting similar events featuring our distillery content," Macallan's Ms. Leotta said

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.